

**CITY OF SEAL BEACH  
STRATEGIC OBJECTIVES  
September 12, 2018 – March 13, 2019**

<b>THREE-YEAR GOAL: <i>PROVIDE A QUALITY BEACH AND PIER ENVIRONMENT, INCLUDING POTENTIALLY A RESTAURANT</i></b>						
<b>WHEN</b>	<b>WHO</b>	<b>WHAT</b>	<b>STATUS</b>			<b>COMMENTS</b>
			<b>DONE</b>	<b>ON TARGET</b>	<b>REVISED</b>	
1. By March 13, 2019	Public Works Director	Complete renovation of the City's 1 <sup>st</sup> Street restaurant building to meet building code requirements.		X		
2. By March 13, 2019	Public Works Director	Present to the City Council a sand replenishment program for East Beach to include education on process and funding need.		X		

\*Contingent upon passage of Measure BB.

THREE-YEAR GOAL: <b><i>ACHIEVE SHORT- AND LONG-TERM FISCAL SUSTAINABILITY</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 13, 2019	Director of Public Works	Present results for water and sewer rate increases and make a recommendation to the City Council for action.		X		
2. By March 13, 2019	Finance Director	Recommend to the City Council for action the contracting of a qualified Project Manager to analyze the City's current fees for services and a realistic mechanism for cost recovery.		X		
3. By March 13, 2019	Executive Team	Determine a path forward if Measure BB does pass, and if it does not pass.		X		

\*Contingent upon passage of Measure BB.

THREE-YEAR GOAL: <b><i>IMPROVE AND MAINTAIN THE INFRASTRUCTURE AND FACILITIES</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 13, 2019	Assistant City Manager	Present to the City Council for consideration a contract for managed IT services.		X		

\*Contingent upon passage of Measure BB.

THREE-YEAR GOAL: <b><i>ATTRACT, DEVELOP, COMPENSATE AND RETAIN QUALITY STAFF</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DO NE	ON TARGET	REVISED	
1. By March 13, 2019	Executive Staff	Present to the City Council an analysis of necessary staffing levels to facilitate future budget planning.		X		
2. By March 13, 2019	Assistant City Manager	Present to the City Council the financial analysis of the Classification and Compensation study.		X		
3. By March 13, 2019	City Manager	Promote civility and decorum through an outreach campaign.		X		

\*Contingent upon passage of Measure BB.

THREE-YEAR GOAL: <b><i>ENHANCE PUBLIC SAFETY</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 13, 2019	Police Chief	Continue COP (Community Policing Unit) Team year-round with officers assigned to Jack Haley substation.*		X		
2. By March 13, 2019	Marine Safety Chief	Conduct a professional evaluation on number of visitors per year in an effort to assist with determining public safety resources needed.		X		
3. By March 13, 2019	OCFA Division Chief	OCFA assess impact of calls for service related to homeless.		X		
4. By March 13, 2019	Police Chief	Assign Leisure World a police officer.*		X		
5. By March 13, 2019	Police Chief	Expand community policing teams to each of the 5 Seal Beach Council Districts.*		X		

\*Contingent upon passage of Measure BB.